

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
DETERMINING PRODUCT SUPPLY PARAMETERS IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK**

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ABSTRACT

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A system, method and computer program product are disclosed for determining product supply parameters in a supply chain management framework. Data is received from a plurality of supply chain participants of a supply chain utilizing a network. The received data relates to the sale of products by the supply chain participants. Product supply parameters corresponding to each supply chain participant are then determined based on information including the data. Next, corresponding product supply parameters is communicated to at least one supply chain participant.